

Message

From: Montilla, Alex [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=B148B5335FF44AEA8970035668052F01-MONTILLA, ALEX]
Sent: 1/15/2020 6:27:49 PM
To: Barrette, Michael [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=237b7449b0084c8faea3a38d2bb31ea2-Mbarre04]; Linkins, Samantha [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=b7a94aa2975d4933981a8a9bf12aaa40-Linkins, Samantha]; Andrew Stoeckle [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=user86405840]; Buckley, Timothy [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=197a3461d9824a17850f34cc2b0b37fe-Buckley, Timothy]; Gillespie, Andrew [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=dce99ece87694a06b3009d7756e2a89e-Gillespie, Andrew]
CC: Matthew Heyward [Matthew.Heyward@erg.com]; Burden, David [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=9c217d84a6954468a3ead168926bde96-Burden, David]
Subject: RE: Question on draft public tool - from my AA...

I think this a good idea. No objection.

Thanks,

Alex

From: Barrette, Michael <Barrette.Michael@epa.gov>
Sent: Wednesday, January 15, 2020 11:22 AM
To: Linkins, Samantha <Linkins.Samantha@epa.gov>; Andrew Stoeckle <Andrew.Stoeckle@erg.com>; Montilla, Alex <Montilla.Alex@epa.gov>; Buckley, Timothy <Buckley.Timothy@epa.gov>; Gillespie, Andrew <Gillespie.Andrew@epa.gov>
Cc: Matthew Heyward <Matthew.Heyward@erg.com>
Subject: RE: Question on draft public tool - from my AA...

I think that if this new caveat replaces the current language, it will cover some of my AA concerns. Is there any objection to having ERG make this replacement now so it can be shown at upcoming briefings? Because the Qlik tool takes a bit of time to load, people should have plenty of time to read it before it takes them into the tool.

From: Linkins, Samantha
Sent: Wednesday, January 15, 2020 10:06 AM
To: Andrew Stoeckle <Andrew.Stoeckle@erg.com>; Barrette, Michael <Barrette.Michael@epa.gov>; Montilla, Alex <Montilla.Alex@epa.gov>; Buckley, Timothy <Buckley.Timothy@epa.gov>; Gillespie, Andrew <Gillespie.Andrew@epa.gov>
Cc: Pruzinsky, Amanda <Pruzinsky.Amanda@epa.gov>; Matthew Heyward <Matthew.Heyward@erg.com>
Subject: Re: Question on draft public tool - from my AA...

We developed more general caveat language (not bullets specific to each data source) that we can put on the landing page. We can put this language, plus source-specific caveats, on the disclaimer button, the More Info page, and data summaries. Both OLEM and OW comms folks have weighed in on the language below fyi.

Ex. 5 Deliberative Process (DP)

Ex. 5 Deliberative Process (DP)

Ex. 5 Deliberative Process (DP)

From: Andrew Stoeckle <Andrew.Stoeckle@erg.com>

Sent: Wednesday, January 15, 2020 9:58 AM

To: Barrette, Michael <Barrette.Michael@epa.gov>; Montilla, Alex <Montilla.Alex@epa.gov>; Buckley, Timothy <Buckley.Timothy@epa.gov>; Linkins, Samantha <Linkins.Samantha@epa.gov>; Gillespie, Andrew <Gillespie.Andrew@epa.gov>

Cc: Pruzinsky, Amanda <Pruzinsky.Amanda@epa.gov>; Matthew Heyward <Matthew.Heyward@erg.com>

Subject: RE: Question on draft public tool - from my AA...

It might be good to develop or ask the office of origin to develop the essential 1-5 caveats in a standard bullet format. These could be presented and highlighted as caveats in a standardized fashion on:

- the "More Information" panel AND
- the Disclaimer button AND
- the summary of each data source (which we understand will be presented on the web page that will serve as the launching point for the National PFAS Data Explorer

It might also be worth revisiting the text for each data layer that describes the data layer and rationale for including the data layer in this tool.

This way, users will be exposed to similar and consistent information about each layer.

From: Barrette, Michael <Barrette.Michael@epa.gov>

Sent: Wednesday, January 15, 2020 9:27 AM

To: Montilla, Alex <Montilla.Alex@epa.gov>; Buckley, Timothy <Buckley.Timothy@epa.gov>; Linkins, Samantha <Linkins.Samantha@epa.gov>; Gillespie, Andrew <Gillespie.Andrew@epa.gov>; Andrew Stoeckle <Andrew.Stoeckle@erg.com>

Cc: Pruzinsky, Amanda <Pruzinsky.Amanda@epa.gov>

Subject: RE: Question on draft public tool - from my AA...

Alex – thanks. I made a few notes in purple below.

From: Montilla, Alex

Sent: Wednesday, January 15, 2020 9:16 AM

To: Buckley, Timothy <Buckley.Timothy@epa.gov>; Barrette, Michael <Barrette.Michael@epa.gov>; Linkins, Samantha <Linkins.Samantha@epa.gov>; Gillespie, Andrew <Gillespie.Andrew@epa.gov>; Andrew Stoeckle <Andrew.Stoeckle@erg.com>

Cc: Pruzinsky, Amanda <Pruzinsky.Amanda@epa.gov>

Subject: RE: Question on draft public tool - from my AA...

Good Morning,

See responses below. Also, I believe the information you are looking for can be found by clicking the More Information button. Admittedly I cannot confirm if the verbatim information from Amanda's data sheets are represented here but the current content reflects the communication language provided to inform context.

Ex. 5 Deliberative Process (DP)

Thanks,

Alex

From: Buckley, Timothy <Buckley.Timothy@epa.gov>

Sent: Wednesday, January 15, 2020 7:46 AM

To: Barrette, Michael <Barrette.Michael@epa.gov>; Linkins, Samantha <Linkins.Samantha@epa.gov>; Gillespie, Andrew <Gillespie.Andrew@epa.gov>; Andrew Stoeckle <Andrew.Stoeckle@erg.com>; Montilla, Alex <Montilla.Alex@epa.gov>

Cc: Pruzinsky, Amanda <Pruzinsky.Amanda@epa.gov>

Subject: RE: Question on draft public tool - from my AA...

Mike,

I very much like what you are suggesting here. I think a key strategy for gaining support for public release is going to be prominent display of data caveats.

Tim

From: Barrette, Michael <Barrette.Michael@epa.gov>

Sent: Tuesday, January 14, 2020 6:22 PM

To: Linkins, Samantha <Linkins.Samantha@epa.gov>; Gillespie, Andrew <Gillespie.Andrew@epa.gov>; Buckley, Timothy <Buckley.Timothy@epa.gov>; Andrew Stoeckle <Andrew.Stoeckle@erg.com>; Montilla, Alex <Montilla.Alex@epa.gov>

Cc: Pruzinsky, Amanda <Pruzinsky.Amanda@epa.gov>

Subject: Question on draft public tool - from my AA...

I haven't been following the "caveats and messaging" aspect of the site too closely. I just got some questions/comments from my AA (and will need to give her an update – with a focus on the drinking water issues). See items below for concerns raised, follow up questions from me, and some suggestions.

1. The suggestion coming down is that if we are trying to get the zip code view of the map ready for review, we shouldn't wait for OW to write the caveats – we should illustrate what they would look like (and I get the sense that my AA wants to see what they might look like before she would throw support behind it). To respond to that comment, I just reviewed the various areas on the site that have descriptive info about the data layers.
 - a. I recall Amanda drafted detailed data sheets for each layer. Did those get incorporated into the site, and if no, do we plan to incorporate them (and how/where)?
 - b. For the DW layer, we may want to put something in a prominent place, before we do more briefings, that says something to the effect....
 - i. The UCMR data shown in this layer is historic data (2013-2015), which is the most recent national survey of larger systems (serving >10,000). Users of the data should recognize the following caveats. EPA does not have exact geographic boundaries for where water systems serve water, so this map uses the list of zip codes where the public water system serves at least some customers. Therefore, the map lines shown in this tool are not exactly aligned with the boundaries of where water is served – it is an approximation. This language is included in tool see screenshot above. Okay, but it doesn't address the highlighted parts above.
 - ii. If you are reviewing a map in a particular state and are interested in more recent testing data, it is possible that the state has conducted more recent testing. Please check with your state environmental agency to find out if they have more recent data. It is also possible that the state has tested drinking water in areas that are not covered in this map (systems serving less than 10,000 people). We included the following language under the information button: *If an*

area on the map has many data points, it doesn't necessarily mean that there is more PFAS there – it could just mean that more investigations have been carried out in that area. But the drinking water layer is not "data points" it is shaded areas. We may need to re-word it if we prevail in getting the areas included.

- c. If we are going to use the caveats above (which I'm sure will be wordsmithed quite a bit), where would they go on the page? I think senior managers would want to see them pretty prominently. The top left "I" or "!" or top right "more info" would be options. Or is it possible that a pop up (like we have when you open the first webpage) could come up when the DW layer is selected. The language is included under the top left "I" or "!" or top right "more info" as recommended. When I read the caveats yesterday in these places, they didn't seem to address the highlighted points above. Perhaps adding the language into the area you screenshotted would be a first step.
2. These questions aren't directed to anyone in particular, but I assume that Andrew and Samantha may have some ideas on some of this.

Mike